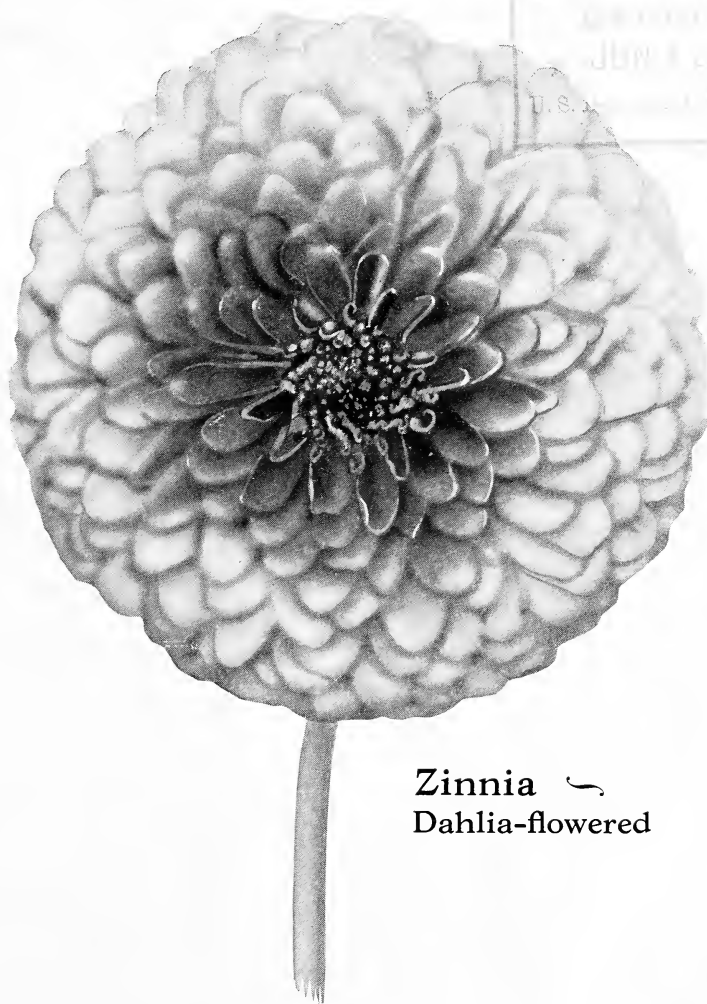


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Johansen Winslow Seed Co.

San Luis Obispo, Calif.



Zinnia ~
Dahlia-flowered

1926 Contract List of
ASTERS and ZINNIAS

Asters *and* Zinnias

BECAUSE of the splendid success we have been experiencing with the sale of a superior type of Asters and Zinnias, our greatest efforts are now concentrated on these two popular flowers.

Improvement of strains and the introduction of new varieties as they are developed to their perfection are the outstanding features of our specialized service.

Buyers of the finest Asters and Zinnias are assured a reliable source of supply at the

**JOHANSEN WINSLOW
SEED CO. ~ San Luis Obispo, Calif.**

Growers to the Wholesale Trade Only

NON-WARRANTY—We give no warranty, express or implied, as to description, purity, productiveness, or any other matter of any seeds we sell, and we will not be in any way responsible for them.

TERMS—Thirty days' acceptance from date of shipment, or 2% discount for cash in ten days from date of invoice, where credit is established. Bags or retainers at cost. All seeds F. O. B. growing station.



Asters

New Improved Varieties and Novelties

RAPIDLY assuming world-wide renown because of their size, doubleness and high germination tests, our Asters can be safely recommended to the most critical trade. The plants grow to a tremendous size and produce exceptionally large flowers. Our Asters are grown in specially-favored acreage in the San Gabriel Valley near Los Angeles. In the descriptions, you will find the varieties most in demand.

American Beauty

The largest and most beautiful of Asters. Comes into bloom later than the early branching type. Blooms continually from September to November. Excels all other Asters for cut flowers. We recommend this Aster especially for the most critical trade.

	Oz.	¼ Lb.	Lb.
White Beauty	\$0.75	\$2.50	\$8.00
Beauty Purple75	2.50	8.00
Beauty Deep Rose75	2.50	8.00
Beauty Lavender75	2.50	8.00
September Beauty—Shell Pink75	2.50	8.00
Crimson75	2.50	8.00
Finest Mixed75	2.50	8.00

California Giants

Here is a true non-lateral type which combines the advantages of the Beauty's robust growth and long stem with the desirability of the Comet type. Prizes have been received at exhibits throughout the world by these flowers. The name is well-chosen, as these flowers measure 5 to 6 inches in diameter and have sturdy stems. They are particularly popular because of their attractiveness in floral designs. They stand up well when shipped as cut flowers.

	Oz.	¼ Lb.	Per Lb.
White, new, fine	\$2.50	\$8.00	\$25.00
Peach B'ossom	1.50	4.00	15.00
Light Blue	1.50	4.00	15.00
Deep Rose	1.50	4.00	15.00
Dark Purple	1.50	4.00	15.00
Mixture of Above	1.00	3.50	12.00



Asters

New Improved Varieties ~ *Continued*

Heart of France

This recent introduction is one of the most beautiful shades of Red Asters yet produced. About two feet in height. Stems long and strong. Excellent for cutting.

	Oz.	$\frac{1}{4}$ Lb.	Lb.
Rich Ruby Red.....	\$.75	\$2.50	\$8.00

Sensation

This Aster is of a rich ox blood color which glistens in the sunshine. A very early bloomer of semi-dwarf growth, blooming with us during the latter part of August. An excellent Aster for border purposes.

	Oz.	$\frac{1}{4}$ Lb.	Lb.
Rich Garnet Color.....	\$.75	\$2.50	\$8.00

Lavender Gem

Plants about 18 inches tall, upright habit. Flowers of Comet type, silvery white when young, changing to light lavender when fully expanded.

	Oz.	$\frac{1}{4}$ Lb.	Lb.
Lavender Gem	\$0.60	\$2.00	\$6.00

Ball's White

Pure white, branching habit, medium early.

	Oz.	$\frac{1}{4}$ Lb.	Lb.
Ball's White	\$1.20	\$3.50	\$12.00



Asters

Standard Varieties

American Branching

These are the finest Asters for late August and September blooming. The plants are strong and branching, growing from 2½ to 3 feet high. We have perfected our strain to a very high standard of large double flowers.

	¼ Lb.	Lb.
..... Azure Blue	\$1.75	\$5.50
..... Pure White, Extra Large	1.75	5.50
..... Shell Pink (Mary Semples)	1.75	5.50
..... Rose Pink	1.75	5.50
..... Deep Rose	1.75	5.50
..... Purple, Beautiful Dark Purple	1.75	5.50
..... Lavender	1.75	5.50
..... Crimson	1.75	5.50
..... Finest Mixed	1.50	5.00

Giant Comet Branching

Large fluffy flowers, about 5 inches across with long strong stems. Comes into bloom in August and holds its beauty until the latter part of September.

	¼ Lb.	Lb.
..... White	\$1.75	\$5.50
..... Pink, Delicate Pink	1.75	5.50
..... Lavender	1.75	5.50
..... Dark Blue	1.75	5.50
..... Crimson	1.75	5.50
..... Rose	1.75	5.50
..... Royal Purple	1.75	5.50
..... Finest Mixed	1.50	5.00

(Continued on page 8)

Acres of AMERICAN BRAND



GROWING NEAR
Note size and

CHING ASTERS (pure white)



LOS ANGELES
doubleness



Asters

Standard Varieties ~ *Continued*

Improved Crego

Plants are sturdy and from 2 to 3 feet in height. The flowers are large, very double and of the Comet type. For general purposes, an exceptionally desirable flower.

	$\frac{1}{4}$ Lb.	Lb.
..... White	\$2.00	\$6.00
..... Lavender	2.00	6.00
..... Rose	2.00	6.00
..... Shell Pink	2.00	6.00
..... Crimson	2.00	6.00
..... Purple	2.00	6.00
..... Finest Mixed	1.75	5.50

Ostrich Feather

This form of Giant Comet Aster is very large and fluffy, commencing to bloom in August. The plants grow $2\frac{1}{2}$ feet high.

	$\frac{1}{4}$ Lb.	Lb.
..... White	\$2.00	\$6.00
..... Lavender	2.00	6.00
..... Bright Rose	2.00	6.00
..... Pink, Shell Pink	2.00	6.00
..... Crimson	2.00	6.00
..... Purple	2.00	6.00
..... Finest Mixed	1.75	5.50

King

(Needle Shaped Type)

These Asters of upright habit are of a distinct class or type. The flowers are large and double, petals quilled. About 2 feet high.

	$\frac{1}{4}$ Lb.	Lb.
..... White	\$1.75	\$5.50
..... Lavender	1.75	5.50
..... Dark Crimson	1.75	5.50
..... Violet	1.75	5.50
..... Brilliant Rose	1.75	5.50
..... Delicate Pink	1.75	5.50
..... Blackish Blue	1.75	5.50
..... Finest Mixed	1.50	5.00



Asters - Early Type

Queen of the Market

These are the leading early Asters. They have fine strong stems with large double flowers, beginning to bloom in July. Specialized attention to these flowers has developed them to a high state of perfection.

	$\frac{1}{4}$ Lb.	Lb.
White	\$1.50	\$5.00
Flesh, Delicate Pink	1.50	5.00
Light Blue	1.50	5.00
Purple	1.50	5.00
Lavender	1.50	5.00
Rose Pink	1.50	5.00
Crimson	1.50	5.00
Finest Mixed	1.25	4.50





Asters

Early Type — Continued

Royal

Branching Aster

Come into bloom immediately following Queen of the Market. Plants are about two feet high.

	$\frac{1}{4}$ Lb.	Lb.
Lavender	\$2.00	\$6.00
Purple	2.00	6.00
Rich Rose	2.00	6.00
Shell Pink	2.00	6.00
White	2.00	6.00
Mixed	1.75	5.50

Improved Victoria

(Daybreak Type)

Plants two feet high, flowers very double, best for decorative purposes.

	$\frac{1}{4}$ Lb.	Lb.
Daybreak, Delicate Shade of Pink	\$3.00	\$10.00
Purity, Snow White	3.00	10.00
Pale Lavender	3.00	10.00
Rose Pink	3.00	10.00
Azure, Rich Deep Blue	3.00	10.00
Salmon Pink	3.00	10.00
Purple Violet	3.00	10.00
Light Blue	3.00	10.00
Finest Mixed, All Colors	2.50	8.00

Astermums

This strain of Giant Comet Aster resembles closely Crego's Giant but comes into bloom somewhat earlier. We list three colors.

	$\frac{1}{4}$ Lb.	Lb.
White	\$2.00	\$6.00
Pink	2.00	6.00
Lavender	2.00	6.00
Fine Mixed	1.75	5.50

Special Mixtures

	Lb.
All Dwarf varieties and colors mixed	\$3.50
All Tall Branching varieties mixed	3.00



Zinnias

Dahlia Flowered

THE Dahlia Flowered Zinnia is the greatest advance in this popular flower since the introduction of the Grandiflora types. Since first disseminated about five years ago, it has attained a widespread popularity comparable with no other flower that is at once so easily grown and so universally admired. It is so adaptable to various soils and climatic conditions that it is difficult to conceive of a location where it will not prove a money-maker for the cut flower grower, while it will always rank high as a wonderful garden flower on private estates. Its popularity is attributable to its large size, fullness of petals, longevity and color variety. It is free from disease and keeps well when cut. In the list below of named varieties we are giving the raisers' descriptions which have in every instance proved true in our trials:

Named Varieties		Oz.	¼ Lb.	Lb.
CANARY BIRD—A delicate shade of primrose—very large and holds its color well		\$2.00	\$ 7.00	\$25.00
CRIMSON MONARCH—By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary merit		2.00	7.00	25.00
DREAM—A fine, deep lavender turning to purple (Mallow Purple) a new, desirable shade in Zinnias		2.00	7.00	25.00
EXQUISITE—By far the most pleasing of all. Truly Dahlia flowered as regards form and size. Color light rose with center a deep rose. (Tyrian Rose)		2.00	7.00	25.00
GOLDEN STATE—A very rich orange yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom		2.00	7.00	25.00
OLD ROSE—This is adequately described by its name, as it is of the real Old Rose shade. It is large and charming		2.00	7.00	25.00
POLAR BEAR—A very large pure white, the best white yet seen in Zinnias. True Dahlia form		2.00	7.00	25.00
SCARLET FLAME—A large beautiful, bright scarlet, with a delightful blending of orange throughout the petal. This is not a bicolor		2.00	7.00	25.00
METEOR—This is the darkest of all red shades. It is noted for its good depth of petal, and the fact that it is exceptionally large and more floriferous than other reds		2.00	7.00	25.00
ORIOLE—Named because of its resemblance in color to the beautiful bird. It is generally regarded as the most beautiful in its class—the color being orange and gold bicolor, changing slightly as it ages		2.00	7.00	25.00

(Continued on next page)



Zinnias

Dahlia Flowered—Continued

.....PEERLESS MIXTURE—In this mixture all the named varieties and others we have on trial will be found	1.25	3.00	10.00
.....MIXED COLORS—A thoroughly good mixture all of true Dahlia form, attractively priced85	2.50	8.00

Special Strain Johansen Winslow's Giant Mammoth Double Zinnias

Here is a type that grows exceptionally well and is remarkable for the vigor of its plants, the size of the flowers and the brilliancy of colors. They are available in four varieties:

	$\frac{1}{4}$ Lb.	Lb.
.....Lemon Queen	\$2.50	\$8.00
.....Orange King	2.50	8.00
.....Pure White	2.50	8.00
.....Rose Queen	2.50	8.00

Double Giant Colossal

(*Mammoth Robusta Grandiflora—Improved*)

	$\frac{1}{4}$ Lb.	Lb.
.....SHRIMP PINK	\$2.00	\$6.00
.....LAVENDER	2.00	6.00
.....PURE WHITE	2.00	6.00
.....ORANGE	2.00	6.00
.....CANARY YELLOW	2.00	6.00
.....CRIMSON	2.00	6.00
.....DELICATE PINK	2.00	6.00
.....ROSE	2.00	6.00
.....SCARLET	2.00	6.00
.....PURPLE	2.00	6.00
.....BUTTERCUP	2.00	6.00
.....SALMON	2.00	6.00
.....SPECIAL MIXED FROM NAMED VARIETIES	1.50	5.00
.....FINE MIXTURE, FIELD GROWN AS MIXTURE (100 lbs. \$350.00)	1.25	4.00

Elegans Pumila Dwarf Double

(*Best for Bedding*)

	$\frac{1}{4}$ Lb.	Lb.
.....Finest Mixed, (100 lbs. @ \$175.00)	\$0.60	\$2.00

Tall Elegans

(*Double*)

	$\frac{1}{4}$ Lb.	Lb.
.....Finest Mixed, (100 lbs. \$175.00)	\$0.60	\$2.00